



Invitation to Exhibit in the USA Pavilion at SIRHA 2005



January 22-26, 2005
Lyon, France

(An International Food Service and Gastronomic Trade Exhibition)

What: USA Pavilion at SIRHA 2005 in Lyon, France

Who: U.S. companies interested in showcasing their quality food and food ingredient products, as well as food service equipment, industry innovation, and new food concepts.

Why: SIRHA, held biennially, is a premier international forum for the food service sector. It is similar to the National Restaurant Association (NRA) show held annually in Chicago; the two shows have a partnership agreement. SIRHA 2003 welcomed over 1,500 exhibitors. Exhibiting companies ranged from large food service providers to small and medium-sized companies with ingredients and food concepts.

With approximately 164,000 visitors, SIRHA has become a world-class show with visitorship exceeding that of SIAL Paris, ANUGA, and NRA. These numbers include 8,099 international visitors from 124 countries and more than 900 journalists. Visitors include hotel/restaurant managers, caterers, wholesalers, importers, and distributors from supermarkets and the food service and retail sectors.

SIRHA is the trendiest show in the food service sector with attention-grabbing cooking contests, the world famous Bocuse d'Or, and the World Pastry Cup. This event is fast becoming *the* international event for the food service sector.

For U.S. companies, the show will be an excellent opportunity to reach key players in this rapidly expanding sector in France, and in Europe as a whole. SIRHA is the ideal place to test and launch new products and flavors, and is the only place in the world to showcase products and equipment for the European food service sector.

The Market: In Europe, the food service sector is valued at 235 billion Euros (\$291 billion), including 66 billion Euros (\$83 billion) for France with over 9 billion meals served yearly. This sector has been growing at an annual rate of 6 percent.

Best Product Prospects: Fish and seafood, meat, ethnic foods, soft drinks, wines, fruits and vegetables, sauces and seasonings, and breakfast cereals

We hope you will consider exhibiting in the USA Pavilion at USDA-endorsed SIRHA 2005, and we look forward to serving you.

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